



NOVEMBER 4, 2016

Re: 16RFP101216-DRR, BRANDING SERVICES

Dear Respondent(s):

Attached is one (1) copy of Addendum 1, hereby made a part of the above referenced 16RFP101216-DRR, BRANDING SERVICES.

Except as provided herein, all terms and conditions in the 16RFP101216-DRR, BRANDING SERVICES referenced above remain unchanged and in full force and effect.

Sincerely,

Donald R. Riley

**Donald R. Riley, CPPB
Purchasing Specialist**

16RFP101216-DRR, BRANDING SERVICES
Addendum No. 1
Page Two

This Addendum forms a part of the contract documents and modifies the original RFP documents as noted below:

Attached hereto are responses to questions submitted in reference to the above RFP.

Except as provided herein, all terms and conditions in the bid referenced above remain unchanged and in full force and effect.

Failure to return a signed copy of this addendum could render your bid non-responsive.

ACKNOWLEDGEMENT OF ADDENDUM NO. 1

The undersigned proposer acknowledges receipt of this addendum by returning one (1) copy of this form with the proposal package to the Finance Department - Purchasing Division, City of Stockbridge, 4640 Henry Boulevard, Stockbridge, Georgia 30281 by the RFP due date and time **November 15, 2016 before 12:00 P.M. (NOON) local prevailing time.**

This is to acknowledge receipt of Addendum No. 1, _____ day of _____, 2016.

Legal Name of Bidder

Signature of Authorized Representative

Title

Questions regarding 16RFP101216-DRR, BRANDING SERVICES:

- 1) Why is the city doing a rebranding project now?

Response: The City of Stockbridge is moving the City forward and in a new and positive direction.

- 2) What has led the city to do this?

Response: The City Council wants something that is new, exciting, fresh and imaginative that interjects the City with vigor for citizens, employers and visitor.

- 3) The word “brand” is often misunderstood/misused. Please define “brand” as the city would.

Response: Please refer to the RFP document and reference the information located in the Scope of Services to give the City your interpretation of what is needed to make the City a successful brand.

- 4) Is there a city brand that you admire and why? (Who is doing it right?)

Response: The City wants something “NEW” inventive along with inviting and on the cutting edge which will generate tourism, and increase current revenues. Some local City that current standout should include but not limited to: Peachtree City, Fayetteville, McDonough and Suwannee.

- 5) Will local firms be given preference for this project?

Response: No, local preference is not a part of the evaluation process and firms will be scored and ranked on the components listed in evaluation criteria of this RFP.

See illustration below concerning the Evaluation Criteria for this RFP:

Relative Weight	Evaluation Criteria	Scoring Value Max. Points
5%	Executive Summary	5%
25%	Technical and Management Approach	25%
15%	Experience and Qualifications of Firm and Team	15%
15%	Experience and Qualifications of Key Staff	15%
15%	Experience and Performance on Other Projects	15%
10%	Cost Proposal	10%
85%	POINTS	85%
15%	Oral Presentation and Product Demonstrations	15%
100%	TOTAL EVALUATION POINTS	100%

- 6) You have requested a schedule....please provide a delivery date of the "brand".

Response: Once the proposal are received on November 15, 2016 at 12PM, an evaluation committee will score and interview the highest scoring Consultants based on rank and score. Once the evaluation process has been completed; the evaluation committee will make a recommendation to Council for consideration.

- 7) Page 18 Financials: You are requesting data that is not typically public information from privately held companies. Often times cities leave language in an RFP that may not pertain to every project. Can you confirm you are indeed requiring financials. And if so, will this information be made available to the public when/if requested? How else can we prove we are financially sound company without sharing sensitive material that can they be viewed by anyone once requested? What percentage of the evaluation will financials have in the decision (I didn't see this under the evaluation criteria).

Response: Yes, the City wants all Consultants with a sound financial backing; however, it is not an essential part of the evaluation criteria. The City will consider it as part of the selected Consultants ability performance.

8) Are you expecting pricing for all phases outlines on page 42-43.

Response: Yes; as required in the RFP (Cost Proposal).

9) If yes to #7 above please provide the following.2.1.6 Signage specification (number of signs, lit, sizes, etc.).

Response: The awarded Consultant will make recommendations and suggestions to the City concerning the number of signs, placement of signsetc. After the award has been made to one (1) Consultant.

10) Please share your current marketing strategy.

Response: Currently there are no marketing strategy plan in place. This is a "NEW" initiative created by Council for the City.

11) Will trademarking be done by the selected partner or city attorney?

Response: The trademarking will be completed by the awarded consultant in collaboration with the City Manager or his designee.

12) What is the budget for brand development?

Response: A line item for brand development has been established; however, Consultants are required to submit their cost proposals based on their mythology, milestones, project deliverables that they set forth within their proposal to the City.

13) 2.3.1 What is the budget for marketing?

Response: A line item for marketing has been established; however, Consultants are required to submit their cost proposals based on their mythology, milestones, project deliverables that they set forth within their proposal to the City.

- 14) 2.3.1. Do you have an allocation of marketing dollars for each target (tourism, economic development, talent attraction/retention)?

Response: Yes; however, it all has been lumped together as one (1) budgeted item.

- 15) 2.3.1. Who will be executing the marketing strategy and plan?

Response: The City is soliciting proposals from a Consultant that can provide branding services; therefore, it all depends on the awarded Consultant strategic planning, mythologies, milestones, project deliverables, staff, availability of key personnel,etc.

- 16) Is it your expectation that ads, collateral and other marketing material will be estimated at this time?

Response: Yes; however, the City wants real lead times within each of the Consultants' estimates.

- 17) How will success be measured (please be specific). Increase tax revenue from tourism?

Response: The successful Consultant will provide recommendations, suggestions and in their proposal that will bring forth opportunities for expansion and growth which aligns itself with the mission, vision, and goals of the City.

- 18) More ED leads?

Response: The successful Consultant will provide recommendations, suggestions and in their proposal that will bring forth opportunities for expansion and growth which aligns itself with the mission, vision, and goals of the City.

- 19) What do you expect this new brand to do for the City?

Response: The City would like its new brand to create an awareness of growth, opportunity, expansion and have the City of Stockbridge as the City where companies, families and tourist would like to live, work and play.

20) Who is measuring success and how often?

Response: The Consultant will receive recommendation from the City Manager and/or his designee concerning the success and failure of the project along with directive on a weekly basis.

21) What is driving the timing of this project.

Response: The City Council wants to refresh the City's image.

22) Why now?

Response: Timing and opportunities that are currently available.

23) Has the City Council / City of Stockbridge leadership team worked with a design or branding agency in the past?

Response: No. The City has not worked with any Consultants concerning this branding initiative. The City of Stockbridge is moving the City forward and in a new and positive direction.

24) If so, what was successful about that relationship?

Response: N/A.

25) What could have made the process better?

Response: N/A.

26) What characteristics in a creative partner are important to your team?

Response: The City must have a consultant that has flexibility, an open-line of communication, creativity, well versed on many subject matters (economic development), responsive and a genuine interest in providing a high level of services throughout the branding process.

27) Who would be the key members of the Stockbridge project team?

Response: The Main Street Manager along with employees that are connected to this project will be highly involved with the selection of the Consultant.

28) How would you characterize the decision making / approval process?

Response: The City Council has the governing authority of the City.

29) Who would be involved?

Response: The Main Street Manager along with employees that are connected to this project will be highly involved with the selection of the Consultant.

30) Outside of the creative team and subcontractors selected, what outside partners, organizations or businesses might also be close to this project?

Response: This will be a collaborated efforts on the part of the awarded Consultant, City Council, the City Manager and/or his designee.

31) We see that “naming” is part of the scope of work under visual identity development. To clarify, is the City of Stockbridge considering changing its name?

Response: No, the City name shall remain intact and unchanged throughout the process.

32) Are you able to provide a budget range for your creative partner to deliver and execute all three phases of work outlined in the RFP?

Response: Yes, after the awarded Consultant has been selected.

33) Is there a designated lead on the City of Stockbridge team who will be responsible for implementing the brand launch marketing strategy?

Response: Yes, the Main Street Manager will take lead on this project.

34) Is previous work with city/state governments a hard requirement, where agencies that do not have this specific experience (but have relevant experience in related sectors) will be immediately disqualified?

Response: No; however, the City wants an agency that has worked with a municipality or government agency so that there are mutual understanding of the processes and procedures that takes place within a governmental entity that normally does not takes place within the private sector.

35) What is your budget?

Response: The Consultant must prepare the Cost proposal based on the mythologies, milestones, project deliverables outlined within their respective proposals for this project.

36) Are there key stakeholders that you've identified, that should be included in our discovery and research process?

Response: Yes, the voice of the governing body which encompasses our citizens, businesses, and our visitors. Leaving everyone with a positive impression wanting to come back for more.

37) Who do you consider to be your "competitors"?

Response: Other local area municipalities that have strong, growing and vibrate brands throughout their communities.

38) Is the focus of this work internal, external, or both?

Response: Both, the City wants the branding initiative to focus on the internal and external as well.

39) Are there specific KPIs you need to meet or need to be addressed?

Response: No, this is not a part of the 2016 goal; however, it is a "NEW" initiative set forth by Council.

40) Can you please provide clarification on the design executions you're looking for (e.g., what kinds of signs, how many types, etc.) Signage would be designed to accompany the branding.

Response: This will be a collaborated efforts on the part of the awarded Consultant, City Council, the City Manager and/or his designee.

41) Are you looking for brand guidelines and mockups only, or do you need final design files and executions?

Response: The City will highly encourage Consultants to submit design files as if they were final along with all execution strategies.

42) Do you need Certificates of Insurance submitted with the proposal, or simply upon award of the project?

Response: Appendix B. Insurance and Risk Management Provision are

only an acknowledgement form to be acknowledged only; and only the awarded Consultant has to provide actual insurance information upon execution of a contract.

- 43) Do travel and/or other business expenses need to be included in the costs?

Response: Yes, the City is requesting that all business expenses are to be all inclusive and included in the Cost Proposal document located in the RFP for consideration.

- 44) Will estimates work?

Response: The City request that all numbers and figures are to accurate as possible.

- 45) In reference to target audiences mentioned in section 1.2, please rank these audiences by order of importance. (*1 being most important*)

Response: The Consultant will assist in a collaborated effort with the City in determining the direction of who and whom the City should focus its efforts on after the awarded contractor partners with the City.

- 46) For the research and immersion phase as well as determining community involvement, will the city provide a way to contact residents via email? (does the city maintain an email database for citywide announcements, utility/water bill communication, etc).

Response: Yes. The City maintains a database that includes residents who have requested that they be kept informed about various aspects of City business (i.e. events, meeting information, emergency communications, etc.) The City will send a call out to this database of individuals to determine interest for participating in this process. The City envision assembling a group of individuals who represent a cross section of the community to serve as a focus group that will work with the awarded Consultant on an as needed, when and if needed basis.

- 47) If so, will the agency have access to this database?

Response: The Consultant will gain limited access to the database, if the City deems it necessary to the successfulness of the project.

- 48) In the Subcontractor Section 1.6 the RFP states that Subcontractors have to be listed and have adequate insurance (1.6.1). Are those the same

insurance requirements as stated on Appendix B? In the meeting, it was stated that Subcontractors were the Contractors responsibility. Just some clarity needed.

Response: Yes; however, it is not a required submittal. It shall be the responsibility of the awarded Consultant to ensure that all sub-contractors maintain adequate coverage prior to performing services.

- 49) Also, do we have to provide the financials of Subcontractors (1.6.2)? Are these financials the same as in sections: 5.2.7.3, 5.2.7.4, 5.2.7.5?

Response: Prime Consultants not sub-contractors are required to provide everything within one (1) of the three (3) requested sub-sections in Section 5.2.7.3 – 5.2.7.5 in order to be deemed responsible.

- 50) How are subcontractors handled as section 1.6.4 states that written permission must be granted and if it isn't Contractor can be suspended?

Response: All Sub-Consultants must be in compliance with E-Verify (Appendix C. – Form 11) and submit their information along with the Original submittal. Any Sub-Consultant found not in compliance will be the fault of the Consultant and the Consultant will be held liable.

- 51) Is it a requirement to have at least (5) governmental entity references for which we have performed services of similar size (5.2.6.3)? During the meeting it was discussed that it only had to be one of the 5 projects - please confirm.

Response: The City request that at least one (1) of your company's five (5) most recent projects be of a similar size, scope, and governing capacity of the City.

- 52) Clarity is needed on the financials. The following sections: 5.2.7.3, 5.2.7.4, 5.2.7.5 each state that an audited, reviewed, and self-prepared financials are needed? Is it an either or, or all three?

Response: Yes; however, it is not a required submittal. It shall be the responsibility of the awarded Consultant to ensure that all sub-contractors maintain adequate coverage prior to performing services.

- 53) Has any Amendment to the RFP been added as in the meeting, it was stated something would be added? If there have been, can you please direct us to where we can find this information?

Response: All addendums to this project can be found at the City's website. (www.cityofstockbridge.com), Click on the tab "BID/RFP" tab which is located on the lower left side body of the page for additional information concerning this request.

- 54) What was the cost last year?

Response: This is the first time that the City is requesting a Consultant to provide these services; therefore, there are cost for this project.

- 55) Who was the contractor?

Response: This is the first time that the City is requesting a Consultant to provide these services; therefore, there are Contractor for this project.

- 56) Where can I get a copy of the contract?

Response: This is the first time that the City is requesting a Consultant to provide these services; therefore, there are no contracts for this project.

- 57) What was the bid tabulation for last year?

Response: This is the first time that the City is requesting a Consultant to provide these services; therefore, there are no tabulation sheet for this project.

- 58) Is there a local vendor preference?

Response: No, local preference is not a part of the evaluation process and firms will be scored and ranked on the components listed in evaluation criteria of this RFP.

See illustration below concerning the Evaluation Criteria for this RFP:

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10%	Cost Proposal	10%
85%	POINTS	85%
15%	Oral Presentation and Product Demonstrations	15%
100%	TOTAL EVALUATION POINTS	100%

59) Is there any bonding required?

Response: No, there are no bonding requirements for this project.

60) Required submittals for this project:

Response: Please see the submittal checklist for this project. All Submittals must encompass one (1) Original Technical Proposal marked "Original" and five (5) identical copies including all required attachments; and five (5) digital version of the Technical Proposal in Adobe Portable Document Format ("PDF") on a Compact Disk ("CD")/ Flash Drive ("FD") and labeled with the Name and Number of the RFP.